

Message Text

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ACTION COME-00

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FM AMEMBASSY MANILA

TO SECSTATE WASHDC 6671

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E.O. 11652: N/A

TAGS: BEXP, RP

SUBJ: COUNTRY COMMERCIAL PROGRAM FOR FY '78

REF: STATE 044783

1. WE HAVE CAREFULLY CONSIDERED USDOC/STATE PROPOSALS FOR CAMPAIGN ACTIVITIES FOR FY 78 CCP, AND WE HAVE THE FOLLOWING COMMENTS IN THE ORDER THE CAMPAIGNS WERE DISCUSSED IN STATE 021565.

A. CAMPAIGN AND PRIORITY NO. 1 ON FOOD PROCESSING AND PACKAGING. PROPOSED EVENTS CONSTITUTE WELL-ORGANIZED AND CONCENTRATED CAMPAIGN. CONCUR.

B. CAMPAIGN AND PRIORITY NO. 2 ON DISPLAY PROGRAM OF U.S. BUSINESS CENTER. CAMPAIGN IN FY 77 CCP WAS ACCOMPLISHED IN A MANNER EXCEEDING ALL EXPECTATIONS. ALL COMMERCE EVENTS HAD A DISPLAY COMPONENT WHICH WAS LOCALLY RECRUITED AND MOUNTED. THE MAJOR SUCCESS WAS THE PRINTING AND GRAPHIC ARTS '76 EXHIBIT WHICH COMBINED USIS AND ECONOMIC/COMMERCIAL SECTION RESOURCES ON A PGA THEME MARRIED TO A BICENTENNIAL DISPLAY. THIS PGA EXHIBIT WAS ONE OF THE FOUR MAJOR SHOWS (THE OTHERS BEING THE JAPANESE, SOVIET AND PRC EXHIBITS) IN THE PHILIPPINE INTERNATIONAL TRADE FAIR WHICH WAS HELD IN THE NEW PHILCITE TRADE EXHIBIT FACILITY UNDER UNCLASSIFIED

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THE SPONSORSHIP OF MRS. IMELDA MARCOS. OTHER EVENTS UNDER THE U.S. BUSINESS CENTER PROGRAM INCLUDED A STATE OF ILLINOIS TRADE MISSION, THE CALIFORNIA TRADE MISSION HEADED BY LT. GOV. DYMALLY, A TECHNICAL SEMINAR ON TRANSPORTATION SPONSORED BY THE PORT OF SEATTLE, AND THE HAWAII CONSULTANTS MISSION.

C. CAMPAIGN AND PRIORITY NO. 3 ON ENERGY SYSTEMS.
WE CONCUR WHOLEHEARTEDLY IN THIS RETENTION OVER
METALWORKING AND FINISHING EQUIPMENT.

D. CAMPAIGN AND PRIORITY NO. 4 ON MAJOR PROJECTS.
AGREE.

E. CAMPAIGN AND PRIORITY NO. 5 ON TIMBER
INDUSTRIES EQUIPMENT. WHILE THIS IS AN APPRO-
PRIATE THEME, COMMERCE MAY WISH TO CONSIDER WHETHER
ITS OWN OFFSITE EXHIBITION IN FY 78 MAY NOT COME
TOO SOON FOLLOWING THE PRIVATE EXHIBIT NOW PLANNED
FOR THIS FALL. FURTHER, OUR RESOURCES WILL BE
STRETCHED TO THE LIMIT. IN ANY CASE, WE AGREE
THAT THIS THEME SHOULD BE INCLUDED, ON THE UNDER-
STANDING THAT SOME OF THE ACTIVITIES MAY HAVE TO BE
CURTAILED BECAUSE OF LIMITED RESOURCES.

F. CAMPAIGN AND PRIORITY NO. 6 ON MEDICAL EQUIP-
MENT. THIS IS ALSO AN APPROPRIATE THEME, BUT WE HAVE
HAD A NUMBER OF EVENTS ON THIS THEME DURING THE PAST SEVERAL YEARS,
INCLUDING A TECHNICAL SALES SEMINAR LAST YEAR. WE
CERTAINLY CANNOT HANDLE AN ADDITIONAL THEME, AND
OUR CHOICE BETWEEN THIS THEME AND THE TIMBER INDUSTRIES
THEME WOULD BE THE LATTER. (THE MEDICAL EQUIPMENT
MARKET WILL ALSO BE COVERED IN CAMPAIGN OF MAJOR
PROJECTS.)

2. WE ARE PLEASED TO LEARN THAT USDOC AND STATE HAVE
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ACCEPTED OUR NON-CAMPAIGN PROPOSALS. IN VIEW OF
RECENT DEVELOPMENTS, WE WOULD LIKE TO ADD A NEW
NON-CAMPAIGN, THAT IS, REPRESENTATION AND NEGOTIATIONS
ON TRADE AND INVESTMENT. THE PRINCIPAL ELEMENTS UNDER
THIS NON-CAMPAIGN ARE A SUCCESSOR AGREEMENT TO
LAUREL-LANGLEY AND US/ASEAN ECONOMIC CONSULTATIONS.
WE BELIEVE IT IMPORTANT TO DEVOTE SUFFICIENT
RESOURCES TO ENSURE THAT U.S. EXPORTS ARE NOT BEING
STRUCTURED OUT OF A MARKET, WHETHER IN BILATERAL
SENSE OR UNDER THE ASEAN CONTEXT. IN THE FUTURE,
THE MOVEMENT TOWARDS ECONOMIC COOPERATION AMONG
ASEAN COUNTRIES IS LIKELY TO PRESENT ISSUES OF HOW
WE SHOULD RESPOND IN PROTECTING AS WELL AS PROMOTING
OUR MARKETS IN THIS IMPORTANT, RESOURCE-RICH REGION
OF THE WORLD. WE WOULD LIKE TO MAKE THIS PRIORITY
NO. 1 AND RE-NUMBER ALL OTHERS ACCORDINGLY.
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